

Model of Excellence Profile – Bundle

Company Name:	Bundle Corporation	ICG#	11419
Address:	149 Fifth Avenue, 4 th Floor, New York, 10010		
Product Name:	Bundle		
URL:	www.bundle.com	President Name:	Jaidev Shergill, Founder & CEO

Business and Product Overview

Business Information Framework Classification	<i>Applications Models:</i> Locate – Buying Guide	<i>Business Model:</i> Advertising & Sponsorships – Advertising	
	<i>Content Models:</i> Aggregation -- Licensed	<i>Distribution Model</i> Direct Sales – Captive	
Company Overview	With access to a massive database of anonymized credit card transactions, Bundle creates deep and high value reviews of many types of retail establishments that are purely data-driven, and not susceptible to bias or fraud.		
Product/Service Description	<p>A true pioneer in turning Big Data into a high-value data product, Bundle processes billions of anonymized credit transactions to create ratings on retail establishments. For a given retailer, say a restaurant, Bundle can tell users: typical cost of a meal; a score on a 1-100 scale (based in large part on the number of times the same person eats in the same restaurant), what days of the week the restaurant is most and least busy; median order size; average tip amount; other area restaurants patronized by those who eat at this restaurant, customer demographics of the restaurant (e.g. families), where the restaurant's customers come from geographically, and more. Bundle also aggregates traditional reviews and photos from sites such as Yelp, Foursquare and Judy's Book.</p> <p>Bundle sees itself not only as providing reviews, but helping customers assess value and make smart buying decisions, all based on objective data.</p> <p>Bundle has made an impressive start by bringing hard data to the business of business reviews, but as any data aficionado knows, with a core dataset that is this large, rich and volatile, this is only the beginning of the insights that Bundle will be able to provide to consumers.</p>		
Year Founded:	2009	BizDev Contact:	Mohamed Khalil
Employees:	20 (est.)	Primary Market Served:	44 – Retail Trade
Profile Date:	6/27/12	Funding Source:	Venture Capital-Backed
Ownership:	Private	Status:	Final
MofE Class:	2012		